

1 We claim:

2 1. A method comprising:

3 displaying a television program on a video screen, said television program

4 comprising a segment;

5 changing the subject matter displayed on the video screen so that the video screen

6 no longer displays said television program, the video screen comprising a window region

7 continuing to display an indication of the television program segment.

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9 2. Method of claim 1 further comprising modifying what is displayed in said

10 window region when said segment is over.

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12 3. Method of claim 1 wherein said window region is a banner advertising products

13 and/or services.

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15 4. Method of claim 1 wherein said window region displays a thumbnail commercial.

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17 5. Method of claim 1 wherein said segment is a commercial.

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19 6. Method of claim 5 wherein said window region displays a banner indicative of a

20 product being advertised during said commercial.

21

22 7. Method of claim 1 wherein said changing of said subject matter comprises using

23 said video screen to access the internet.

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2 8. Method of claim 1 wherein said changing of said subject matter comprises
3 viewing another channel on said video screen.

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5 9. Method of claim 1 wherein a link is associated with said window region, said
6 method further comprising invoking said link.

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8 10. Method of claim 9 wherein said link is to a web page.

9

10 11. Method comprising:
11 broadcasting a video program signal, said video program comprising segment;
12 and
13 providing additional signal information to be displayed in a window on a video
14 screen if a viewer of the video program changes the channel or uses the video screen to
15 display information other than said program during said segment.

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17 12. Method of claim 11 wherein said additional signal information to be displayed is
18 included in a portion of a video signal that does not normally contain visual information.

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20 13. Method of claim 12 wherein said portion of said video signal comprises a retrace
21 interval or a blanking interval.

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23 14. Method of claim 11 wherein said segment is a television commercial.

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2 15. Method of claim 11 further comprising broadcasting information corresponding to
3 a link, said link being associated with said banner so that a viewer can click on said
4 banner.

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6 16. Method of claim 15 wherein said link is to a web page.

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8 17. Video system comprising:

9 a screen for displaying a video program;

10 circuitry for receiving a video signal from a first source and displaying said video
11 signal on said screen, said video program comprising a segment, said circuitry also
12 receiving other visual information from at least one other source and displaying said
13 visual information on said screen, said video screen displaying a window indicating that
14 said segment is being provided to said circuitry while said video screen displays said
15 other visual information.

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17 18. System of claim 17 wherein said video signal is a television program broadcast
18 and said segment is a commercial.

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20 19. System of claim 18 wherein said video signal comprises a time marker indicating
21 the time duration of said commercial.

22

1 20. System of claim 19 wherein said circuit determines when said commercial is over
2 and thereafter resumes displaying said video signal.

3

4 21. System of claim 17 wherein said other visual information comprises a web page.

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6 22. System of claim 17 wherein said banner is associated with a link.

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8 23. System of claim 22 wherein said link is a URL link.

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10 24. System of claim 22 wherein said banner provides information corresponding to an
11 advertisement being shown in said video signal.

12

13 25. Apparatus for broadcasting a signal comprising:

14 a first transmitting structure providing a video signal broadcast, said video signal
15 comprising a segment; and

16 means for providing information to a video display system corresponding to a
17 window that can be displayed on a portion of a screen if a user elects not to watch said
18 segment.

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20 26. Apparatus of claim 25 wherein said segment is a commercial.

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22 27. Apparatus of claim 25 wherein information is communicated in said signal
23 corresponding to a link, whereby a viewer of said banner can execute said link.

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2 28. Apparatus of claim 27 wherein said link is to a web page.

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4 29. Apparatus of claim 25 wherein said segment comprises a plurality of
5 commercials, and said banner changes as said commercials change.

6

7 30. A method comprising:

8 providing to one or more viewers a signal containing images for one or more

9 small windows or banners to be displayed on a video screen; and

10 tracking the amount of time the windows are displayed on said video screen.

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12 31. Method of claim 1 wherein said small windows or banners are provided to video
13 systems as part of a television broadcast.

14

15 32. Method of claim 30 wherein said one or more small windows or banners display
16 advertisements.

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18 33. Method of claim 32 further comprising compensating a viewer for leaving said
19 one or more windows or banners on said screen based on said tracking.

20

21 34. Apparatus comprising:

22 a transmitter for transmitting a signal containing one or more windows or banners

23 to a set of viewers;

1 a communication channel for communicating whether said one or more windows
2 or banners are being displayed on a video screen; and

3 a memory for tracking whether said one or more banners are being displayed on
4 the video screen.

5
6 35. Apparatus of claim 34 wherein the memory tracks the amount of time said one or
7 more banners are being displayed on the video screen.

8
9 36. A method comprising:
10 displaying a video program on a video screen;
11 displaying one or more small windows or banners on said video screen during
12 said video program; and
13 turning one or more of said small windows or banners on or off to either permit or
14 prevent the viewing of said small windows without disturbing the content being displayed
15 on the rest of said video screen, wherein the turning one or more of the small windows or
16 banners is performed by a viewer.

17
18 37. Method of claim 36 wherein said turning one or more of said small windows on
19 or off is accomplished with a remote control device.

20
21 38. Apparatus comprising:
22 a screen for displaying a video signal;

1 circuitry for causing said image to be displayed on said screen, said circuitry
2 selectively causing small windows or banners to also be displayed on said screen; and
3 a control mechanism for permitting a user to turn said small windows or banners
4 to be displayed on said screen.

5
6 39. A method comprising:

7 providing a video program to a video system, said video system displaying said
8 program on a video screen;

9 providing one or more small windows or banners to the video system during said
10 video program; and

11 causing said video system to turn off said one or more small windows or banners
12 while a commercial is being displayed during said video program.

13
14 40. Method of claim 39 wherein said act of causing is accomplished by ceasing the
15 providing of said one or more small windows or banners to the video system.

16
17 41. Method of claim 39 wherein said act of causing is accomplished by sending the
18 video system a signal causing said video system to cease displaying said one or more
19 small windows or banners.

20
21 42. Apparatus comprising:

22 a broadcast system for broadcasting a video signal containing a video program;

1 first means for providing a signal containing a small window or banner to be
2 displayed on video screens showing said video program;
3 second means for causing the video screens to cease displaying the small window
4 or banner.

5
6 43. Apparatus of claim 42 wherein the second means sends a signal to video systems
7 containing the video screens causing the video screens to cease displaying the small
8 window or banner.

9
10 44. Apparatus of claim 42 wherein the small window or banner contains
11 advertisements, and the second means causes the video screens to cease displaying the
12 small window or banner during commercials.

13
14 45. A method comprising:
15 displaying a video program on a video screen;
16 displaying one or more small windows on said video screen during said video
17 program; and
18 adjusting the position and/or location of said one or more small windows or
19 banners, wherein the position and/or location of the one or more small windows or
20 banners is accomplished by the viewer.

21
22 46. Apparatus comprising:
23 a video screen for displaying a video program;

1 circuitry for receiving a signal corresponding to one or more small windows or
2 banners to be displayed on the video screen; and
3 a control device for permitting a viewer to adjust the size and location of the one
4 or more small windows or banners.

5
6 47. Method comprising:

7 broadcasting a video program;

8 transmitting content for one or more advertising windows or banners to be
9 displayed during said video program; and

10 tracking the amount of time viewers display said one or more advertising
11 windows on video display screens.

12
13 48. Method of claim 47 wherein said tracking is accomplished using an electronic or
14 magnetic memory device.